

WISS

"STIELWELD" SHEARS

The Process

Over five hundred distinct operations are required to make the Wiss "Stielweld" Shears. This illustration shows a blade ready for the first "Stielweld" process—our own process—which is largely responsible for the wonderful cutting edge of the Wiss shear.

This hand points to the tough frame which enables the Wiss "Stielweld" Shears to stand the hardest of strains without breaking.

This hand points to a piece of the finest crucible steel, which welded to the frame gives a cutting surface of such perfect temper that it is possible for the Wiss shears to stay sharp longer than any other.

These two parts are forged into one—forever one. They can never be separated. Both are there to do their work—the backing giving strength and toughness; the steel its marvelous cutting quality.

This is one of the unique processes which have made Wiss "Stielweld" Shears most famous and given them a large sale throughout the whole world, even in Sheffield, the home of English cutlery.

On the blade beside the screw is stamped this trade mark



It identifies the genuine and the best shears made—wherever bought

If "Wiss" is not there, don't take chances—go to another store.

The Result

This shows how a Wiss "Stielweld" blade looks after it has been shaped, tempered, ground and polished ready to go into the hands of the "adjuster."

He sees to it that the blades *match* to a hair's breadth, that they cut *clean* from heel to point, and are so joined that they never work loose.

That's why tailors and dressmakers everywhere prefer Wiss "Stielweld" Shears—that never disappoint, never pinch or chew the cloth, no matter whether you are cutting the thinnest of silks or the heaviest woolens.

If tailors and dressmakers who live by their shears adopt the "Wiss" as standard, they are a safe purchase by *you* for your use.

For over fifty years we have made Wiss Shears and Scissors the best that brains and money can put together, so that

WE GUARANTEE every article bearing our trade mark to be perfect in workmanship. If unsatisfactory for any reason, your dealer will exchange it or we will.

The name "Wiss" on the blade is your guide.

Please Send To-day

for Our Free Book "Pointed Sharpness"

which illustrates and describes the process of making shears and scissors—gives pictures and prices on 150 styles, from a dainty pair of embroidery scissors up to the largest tailor shears.

Your dealer probably sells the Wiss (most good dealers do), but if he does not, do not accept an imitation—send us his name and try another store.

J. WISS & SONS CO., 13-39 Littleton Avenue, NEWARK, N. J., U. S. A.

Proof of a Wiss Advertisement for February

During the coming year the Wiss line will be extensively advertised in the best and largest publications in the country as follows:

Ladies' Home Journal
Delineator
Woman's Home Companion
Ladies' World

McCall's Magazine
Harper's Bazaar
Good Housekeeping
Munsey's

These publications are read by over Twenty-five Million people every month. If you put in your stock the Wiss line of Shears, Scissors, Razors, Tinner Snips, Pruning Shears, etc., you will have the help of our advertising. Wiss goods are the best made, and Wiss prices no higher than you are paying for the average shear.

Send for our catalogue, prices and Individual Advertising Plan. Write to-day.

J. WISS & SONS CO., 19-49 Littleton Ave., Newark, N. J., U. S. A.